

Users

474

↑ 19.1% from previous month

Total Google Cost

\$145.33

Social Media

0

Budget \$150 Google

NOTES:

Pageviews

1,330

↓ -4.7% from previous month

Bounce Rate

55.92%

↑ 4.2% from previous month

Pages / Session

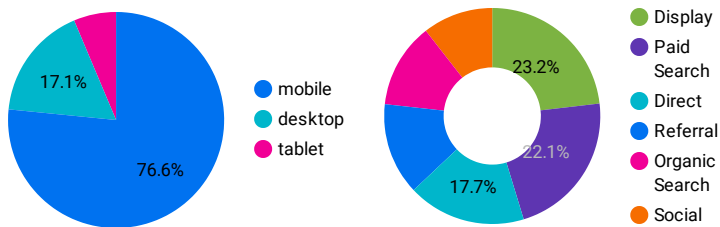
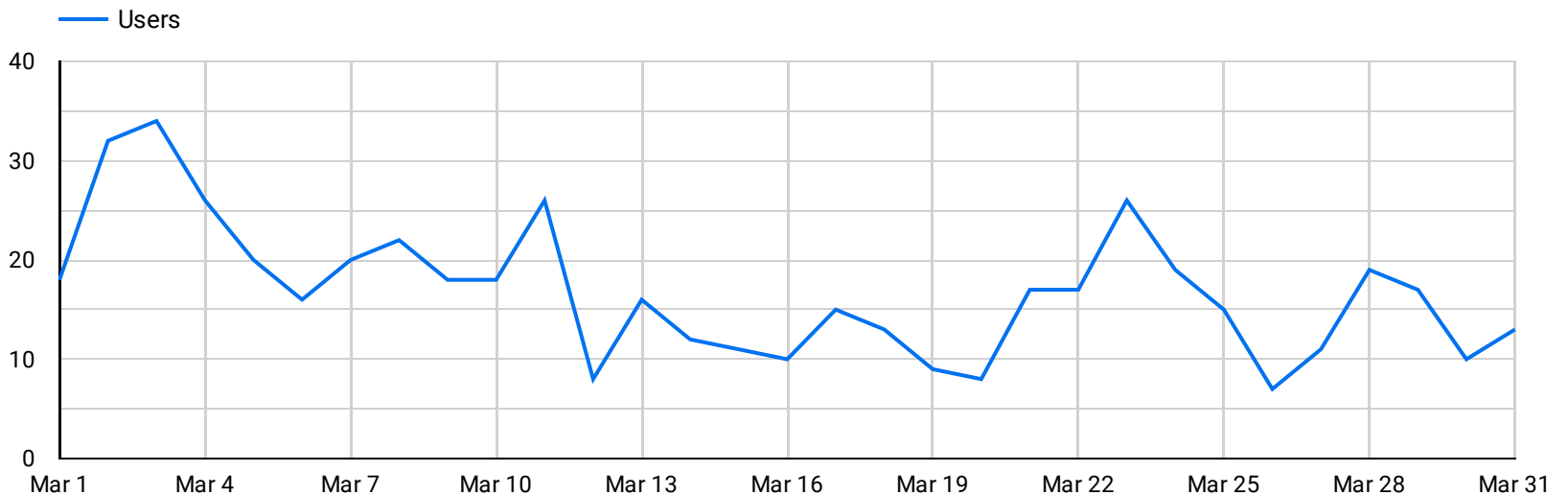
2.32

↓ -12.1% from previous month

Avg. Session Duration

00:01:26

↓ -32.9% from previous month



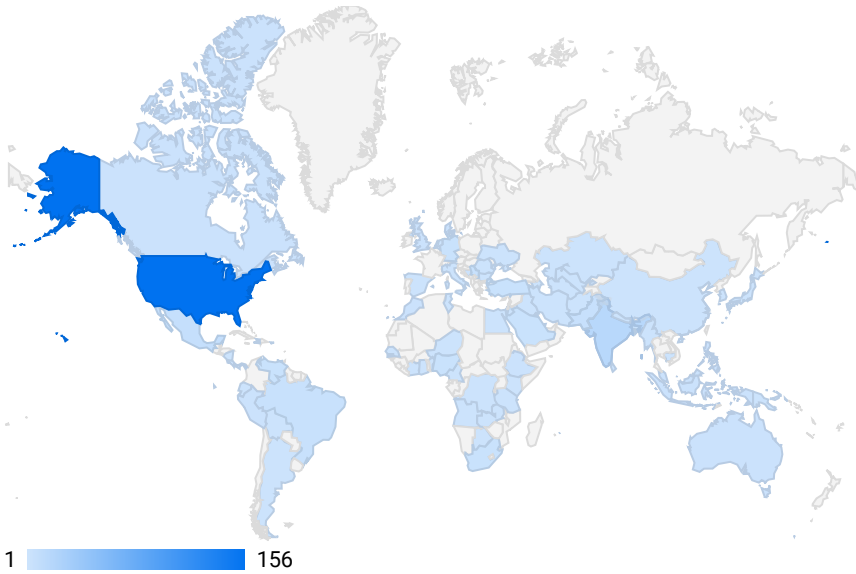
Google Ads + Facebook Performance

Clicks	220	Goal Completions	248
Total Cost	\$145.33	CTR	6.59%
		CPC	\$0.41
Impressions	3,338	Users	474

Campaign	CTR	Users	Clicks
1. WCU Ed under...	6.59%	195	220
2. (not set)	null	279	0

Facebook

Total Spend
0



TOP CITIES

	City	New Users
1.	Jackson	125
2.	Hattiesburg	91
3.	Atlanta	85
4.	(not set)	67
5.	Biloxi	27
6.	Laurel	20
7.	Gulfport	18
8.	Memphis	16
9.	Lagos	14

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TOP LANDING PAGES

	Page	Pageviews	Bounce Rate
1.	/		48.85%
2.	/degrees-and-programs/		48.28%
3.	/contact-us/		78.26%
4.	/degrees/master-in-the-art-of-teaching-alternate-route-to-licen...		55.56%
5.	/degrees/elementary-education/		100%
6.	/degrees/dyslexia-therapy/		90.48%
7.	/degrees/educational-leadership-3/		null
8.	/degrees/educational-leadership/		66.67%
9.	/faculty-staff/		83.33%

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TOP EXIT PAGES

	Page	Pageviews	Bounce Rate
1.	/	383	48.03%
2.	/degrees-and-programs/	228	46.43%
3.	/contact-us/	118	77.27%
4.	/degrees/master-in-the-art-of-teaching-alternate-route-t...	67	55.88%
5.	/degrees/elementary-education/	30	100%
6.	/degrees/dyslexia-therapy/	24	87.5%
7.	/degrees/educational-leadership/	23	66.67%
8.	/degrees/educational-leadership-3/	22	null
9.	/faculty-staff/	20	83.33%